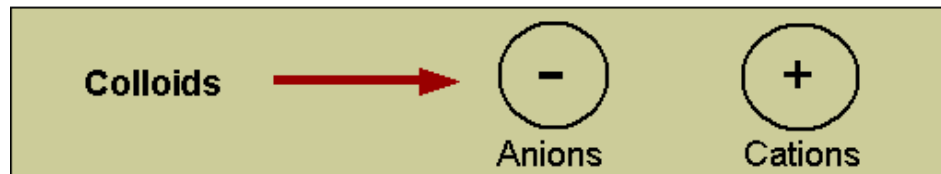
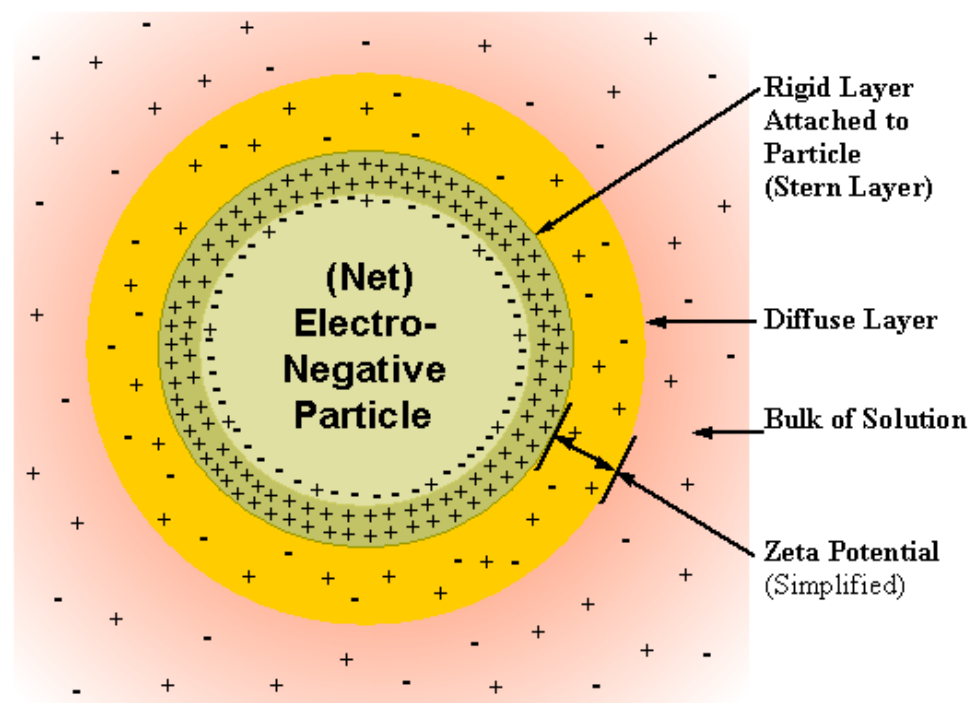


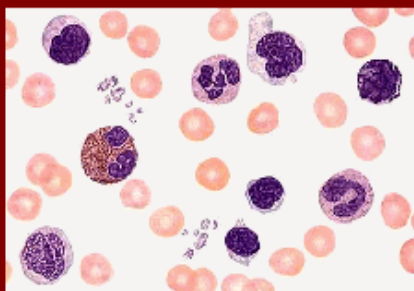
**Flow of Life****Zeta  
Potential**

All of life moves about with a constant interplay between the forces of ions. Ions are electrically charged atoms or groups of atoms. Anions are the negatively charged ions and are created through an electron gain and cations are the positively charged ions created through an electron loss. In colloidal chemistry the term used to discuss the charge around a colloidal particle is **zeta potential**.



When tiny minerals or organic particles (colloids) are suspended in a fluid, the negative ionic charge around the colloid is what maintains the dispersion or discreteness of the particles of the suspension.

## In the Blood...



The Suspended Particles,  
The pH,  
The Mix of Anions  
& Cations -

All Determine Blood's  
Rheological Characteristics

In blood, the amount of the suspended particles, the pH of the suspension, the mix of anions and cations, all determine the rheological characteristics. Rheology is the word that describes the study of the deformation and flow of matter. **Rheo is from Greek and it means flow.**



No Flow - Congestion  
Congestion - No Flow

Yin & Yang of Life  
Left & Right of Balance  
Up & Down of Health

It is interesting to note how for thousands of years Chinese medicine has always dealt with the concept of flow. If you don't have flow then you must have congestion. If you have congestion then you don't have flow. It's the yin and yang of life. The up and down of balance. The in and out of health.

**Flow in the blood stream is a function of the zeta potential of the colloids in the slurry.**

**IF Zeta Potential  
is low....**

**Toxins cannot be suspended for  
elimination.**

**Nutrients cannot be suspended for  
absorption or transport to the cell.**

## Pretty Important? Yes!

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